

Beer in the BRIC (Brazil, Russia, India, China) Countries Market Overview and Forecasts to 2014

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Abstracts

Introduction

This report covers key aspects of the beer market in four emerging / high growth economies: Brazil, Russia, India and China. Data is provided for market value and volume by category, company and brand market shares, distribution channels, and expenditure and consumption per capita for the historic and forecast periods.

Scope

- * Contains information on five categories: standard lager, premium lager, specialty beer, low/no alcohol and ales, stouts & bitters
- * Market and category level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data
- * Market level company and brand shares as well as distribution share information
- * Recent product launches

Highlights

Brazil is home to the second largest beer market, led by standard lager segment, while its premium lager category displays rapid growth.

India is set to be the most lucrative investment destination for the beer market in future.

China leads the beer market in terms of volume among the BRIC nations.

Reasons to Purchase

- * Develop business strategies by understanding the quantitative trends within the beer market in high growth / emerging nations
- * Identify key players within the beer market in Brazil, Russia, India and China to plan lucrative M&A, partnerships and agreements
- * Obtain insight into new product launches within the beer market in Brazil, Russia, India and China

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Brazil is home to the second largest beer market, led by standard lager segment, while its premium lager category displays rapid growth

India is set to be the most lucrative investment destination for the beer market in future

China leads the beer market in terms of volume among the BRIC nations

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